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T.I.D '22



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The annual Boston TID event allows vendors and customers to share ideas and discuss sales opportunities in a unique location. This year, Boston Limited passed the baton to the Boston IT Solutions South Africa team to host this event. And boy, did they get the hearts racing! The TID event was hosted on 17 February 2022 at the Zwartkops raceway based in Gauteng, South Africa.

IS IT A RESELLER..? IS IT A VENDOR..? IT'S BOSTON IT

But what or who is Boston, and what do they do?

"We are a solution specialist," said Chris Coetzee, business director of Boston IT Solutions South Africa. He added: "We are a distributor that offers unique services to the reseller channel, like system integration. We are committed to supporting our partners and the channel."

Chris further explained that Boston uses best-of-breed technology. They pride themselves on their reputation of being customer-focused and understanding the customer's business needs in setting up their solutions. One of the attendees from a leading global on-premise cloud software company agreed with this. He maintained: "Boston's biggest strength is that they are focussed on understanding the needs of the customer and delivering a solution that addresses those needs."

According to a senior member of the CSIR who also attended the TID, the Boston team's biggest strength in this market is their visibility and their willingness to go into new environments.



GET TO KNOW YOUR VENDORS – BOSTON'S LIKE-MINDED PARTNERS



In addition to being customer-centric, Boston values their partnerships. Boston is vendor-agnostic; together with their partners, they focus on solving customers' needs (not pushing a specific vendor's solutions). Three of their vendor partners joined the TID event and each shared presentations with the crowd.

Intel was first to present. They focused on the change in business needs and demands in the server and storage market, such as the influence of AI and what they consider the future of the data center to look like. They then showcased some of their next-generation product ecosystems, sharing use-cases and market-related successes, so that customers could get a better idea of how Intel's solutions can be applied.

Next up was AMD who recently completed a project with the cloud security provider - Acronis, they recently launched their new South African data center. It was evident during the presentation that there is "no-one size fits all solution", this is why AMD is all about being customer-centric whilst relentlessly driving technology innovations.



Boston's long-standing partner, Supermicro, wrapped the vendor presentations up with a look at where the future of collaboration, production, and design is leading – the Omniverse and Metaverse platforms. Supermicro went on to show off their newest GPU-hardware platforms, and how they design and enable these solutions at any scale, from desk to data center.

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WYNAND MOLLER - SUPERMICRO

WHERE DOES VSCALER FIT IN?

The last presentation for the day was a pre-recorded video with the input of the vScaler team based in the United Kingdom.

“Public cloud can be expensive,” explained Glen Rosenberg, general manager at BIOS IT. “vScaler is a more private-public cloud offering. It is cost-effective, scalable, ‘HPC-like’, and customers can test it out in the Boston Labs at no charge.” Michael Rudgyard, CEO of vScaler, added: “We’re seeing a lot of success bringing customers back to on-premise after they realise the true costs of public cloud.”



VSCALER FAQ

How does your licensing model compare to other vendors?

vScaler operates on a more straightforward licensing model compared to other vendors. Rather than ‘per-core’ licenses, we operate on a ‘per-node’ license for our computing resources. Our storage license model is simple too, measured in TB-usable, rather than raw capacity.

What size appliances are available?

vScaler-orders are unique to customers and their requirements. The hardware and software must fit how you plan to grow. We design the best solution through consulting with the customer, without limiting them to predefined appliance sizes.

Does your platform support multitenancy?

vScaler was designed from the ground up, with multitenancy in mind. As a single cloud platform, it can be shared across multiple users, each with its own allocated resources, network, and dashboard – preventing the ‘noisy-neighbor’ problem.

What security is in place?

Along with the inherent security benefits of each user having their own dashboard, over the top of this vScaler can integrate and use multi-factor authentication for dashboard users. From the network perspective, we’re able to put L4 stateful firewall rules in place over the interfaces to each VM running on the platform.

What technology is used for platform storage?

By default, Ceph-storage is used in the backend as it provides a great starting point to build a fast, resilient storage environment.

Does the platform support GPU hardware?

vScaler today supports GPUs from all major hardware providers, with vGPU and multi-instance being supported on Nvidia accelerators. By using hypervisor passthrough, we can support almost any accelerator, be it FPGA or GPU.

Does the platform support docker?

vScaler has support for both docker and Kubernetes clusters.

AUFRECHT MELCHER GROSSASPACH AKA. VROOM-VROOM



After listening to a few presentations, engaging in conversation, and networking among vendors and customers, the AMG Driving Academy team introduced the TID attendees to all things AMG. It was time for the event that everyone had been looking forward to since arriving that morning!

The crowd was fidgety, the excitement was palpable. Let's face it, the AMG sign has magic powers. Seeing it makes your mind revert to toddler level. "Vroom-vroom." The excitement and wonder – there's nothing quite like it.

Once the AMG Driving Academy team were satisfied that everyone understood the safety briefing, it was time to go out to the skidpan and racetrack. The attendees got to admire the beauty of these magnificent cars up close, experience the adrenaline pumping speeds at which they tear-up the raceway (well, safest speeds close to that), and learn what these cars (and they as drivers) are capable of.

Fantastisch!



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